



PETER D. BOPP

- Executive Leadership Development Coach
- Past Vice President of Advertising for American Express
- Specialty focus on Marketing, Communications, Business Management
- Consumer-Oriented Business Orientation

Peter Bopp specializes in coaching senior level executives in consumer-oriented businesses, with a focus on marketing, communications and business management functions. He brings over 20 years of marketing and business leadership experience at American Express and Kraft Foods to his work with clients.

Peter excels in working with senior leaders and their teams to develop and sharpen their leadership vision, values and impact. He partners with clients to develop powerful leadership goals and action plans, improve their motivation, influence and collaboration skills, strengthen their communications effectiveness, and build aligned and empowered teams. He also coaches executives transitioning into new roles or new companies to 'hit the ground running' through development and implementation of 90/180-day action plans.

Peter also works across business units and teams to improve employee engagement, motivation, and goal accountability. He conducts focus groups with employee teams using appreciative inquiry and brainstorming discussions to uncover core issues and generate ideas and solutions to address them. Outcomes include detailed action plans with individual and shared accountabilities for improved team engagement and performance.

In his corporate career, Peter served as the Vice President of Advertising for American Express, with creative responsibility for promoting all US products. Prior to that role he served as Vice President and co-leader of the marketing team for the Small Business Services business unit, where he ran the external acquisition and customer loyalty programs. At Kraft Foods, Peter served as Senior Product Manager for the Sanka and Maxwell House Decaffeinated coffee businesses, with P&L responsibility for both brands. In this role, he collaborated with and provided brand leadership to all functional areas, including sales, manufacturing, distribution and finance.

Peter holds an MBA in marketing and finance from the Kellogg School of Management at Northwestern University, and a BA in international relations from Brown University. He received coach training through New York University and New Ventures West. Peter currently serves on the Board of Directors of the Advertising Club of New York and on the marketing committee of Helen Keller International.